

Primary AE:	Petry Philadelphia
Sales Office:	P-PHI
Sales Region:	Nat

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	IN117/SP159/AL1336

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	44	\$10,285.00	\$8,742.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	44	\$10,285.00	\$8,742.25	0.00
Totals	44	\$10,285.00	\$8,742.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WAVY	25%	\$10,285.00
Market	100%	\$41,140.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WGNT	2%	\$822.80
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	31%	\$12,753.40
WTVZ	2%	\$822.80
WVBT	12%	\$4,936.80
WVEC	28%	\$11,519.20

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAVY	09/04/12	09/07/12	WAVY News @ Sunrise WAVY News @ Sunrise	CM	5a-6a -TWTF--	:30	2	\$100.00	P5	0.00	NM	2	\$200.00
WAVY NEWS-5A<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWTF--		2		\$100.00			0.00			
E 2	WAVY	09/04/12	09/07/12	WAVY 6AM News WAVY 6AM News	CM	6a-7a -TWTF--	:30	3	\$250.00	P5	0.00	NM	3	\$750.00

Order / Rev: 180091
 Alt Order #: 06820370
 Flight Dates: 09/04/12 - 09/10/12

Advertiser: POL/Hirschbiel for Congress (D)
 Product Desc: 9/4-9/10 PAUL HIRSCHBIEL
 Estimate: 1215

WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	WAVY	09/04/12	09/07/12	M-F 7-730p M-F 7-730p	CM	7-730p -TWTF--	:30	1	\$200.00	P5	0.00	NM	1	\$200.00
ENT TONIGHT 30<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-TWTF--				1	\$200.00		0.00			
E 15	WAVY	09/04/12	09/07/12	M-F 730-8p M-F 730-8p	CM	730-8p -TWTF--	:30	1	\$200.00	P5	0.00	NM	1	\$200.00
INSIDER<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-TWTF--				1	\$200.00		0.00			
E 16	WAVY	09/10/12	09/10/12	Mon Hour 3 Monday 10-11p	CM	10p-11p M-----	:30	1	\$400.00	P5	0.00	NM	1	\$400.00
ROCK CENTER														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				1	\$400.00		0.00			
E 17	WAVY	09/04/12	09/04/12	Tue Hour 2 Tuesday 9-10p	CM	9p-10p -T-----	:30	1	\$500.00	P5	0.00	NM	1	\$500.00
BIGST LR13-NBC														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-T-----				1	\$500.00		0.00			
E 18	WAVY	09/07/12	09/07/12	Fri Hour 3 Friday 10p-11p	CM	10p-11p ----F--	:30	1	\$300.00	P5	0.00	NM	1	\$300.00
GRIMM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--				1	\$300.00		0.00			
E 19	WAVY	09/08/12	09/08/12	Sat Hour 1 Saturday 8-9p	CM	8p-9p -----S-	:30	1	\$100.00	P5	0.00	NM	1	\$100.00
NBC ENCORES														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$100.00		0.00			
E 20	WAVY	09/04/12	09/07/12	LN M-F M-F News 10 @11	CM	11p-1130p -TWTF--	:30	2	\$350.00	P5	0.00	NM	2	\$700.00
WAVY NEWS10-11<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-TWTF--				2	\$350.00		0.00			
E 21	WAVY	09/04/12	09/07/12	Tonight Show/Jay Leno Tonight Show w/Leno	CM	1134p-1237a -TWTF--	:30	1	\$100.00	P5	0.00	NM	1	\$100.00
TONITE SHW-NBC<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-TWTF--				1	\$100.00		0.00			
E 22	WAVY	09/05/12	09/05/12	NFL Kickoff NFL Kickoff	CM	NFL Kickoff --W----	:30	1	\$600.00	P5	0.00	NM	1	\$600.00
NFL SEASON KICK OFF														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--W----				1	\$600.00		0.00			
E 23	WAVY	09/10/12	09/10/12	WAVY News @ Sunrise WAVY News @ Sunrise	CM	5a-6a M-----	:30	1	\$100.00	P5	0.00	NM	1	\$100.00
WAVY NEWS-5A<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				1	\$100.00		0.00			
E 24	WAVY	09/10/12	09/10/12	WAVY 6AM News WAVY 6AM News	CM	6a-7a M-----	:30	1	\$250.00	P5	0.00	NM	1	\$250.00
WAVY NEWS-6A<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				1	\$250.00		0.00			
E 25	WAVY	09/10/12	09/10/12	Today Show M-F Today Show M-F	CM	7a-9a M-----	:30	1	\$250.00	P5	0.00	NM	1	\$250.00
TODAY SHW<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----				1	\$250.00		0.00			
E 26	WAVY	09/10/12	09/10/12		CM	12p-1p M-----	:30	1	\$50.00	P5	0.00	NM	1	\$50.00

